

How to Write a Bio That Builds Trust

Your bio isn't just a summary — it's your chance to connect with readers, show credibility, and inspire confidence. Whether it's for a website, LinkedIn, or a company profile, here are 5 steps to craft a bio that builds trust:

- ✓ **Start with a strong hook:** Lead with your expertise or mission, not your job title. Show how you help others before talking about yourself.
- ✓ **Highlight credibility:** Mention experience, certifications, or results that prove why people can trust you.
- ✓ **Make it relatable:** Add a line about your passion, community involvement, or personal touch that makes you human.
- ✓ **Keep it simple:** Avoid jargon. Write like you're speaking to someone over coffee.
- ✓ **End with a call to action:** Invite people to contact you, book a service, or learn more.

Pro Tip: Keep multiple versions (short, medium, and long) so you're ready for any platform.

Use this as your guide to craft a bio that connects, not just informs.